



■ PLAYBOOK

Give Guests More Time for the Event

A practical guide to smoother arrivals, easier collection, and self-service storage.

More Time for the Event

A practical guide for arenas, concert halls, live music clubs, opera houses, and exhibition centers

No matter how efficient your venue team is, it is almost impossible to avoid the mass entry and mass exit of guests before and after a show. But once they're inside, storage seems to be the biggest bottleneck.

Implementing a self service storage solution not only improves the fan experience, but it also impacts staffing and has a halo effect on revenue.

This playbook looks at which self service setup fits your building, and how to establish benchmarks to help you test the value at your venue.



Make the event great, from before the opening act to after the final encore

€230

Average annual revenue per locker

€4

Average price per locker rental

760

Average locker doors per venue

6

ROI Payback Period in Months

Cloakrooms are Still Part of the Overall Event Experience

Your guests want to have a memorable night 
Instead, they're stuck in a long lineup to get their coat 

The operational bottleneck that cloakrooms create are impacting your guest's overall experience, create unnecessary staffing pressure, and lead to missed revenue opportunities across storage (I'm not waiting in *that* line), concessions, merchandise, and possibly whether visitors return or not.



Let Guests Pay, Store, and Collect for Themselves

Most guests prefer the speed and flexibility that self service creates, while your team can be available to offer greater customer support

99% of your guests already come to your venue with everything they need: their phone.

With browser-based access, guests can manage the entire storage process themselves. Meanwhile, your staff can pre-schedule every event, track every rental, and provide on-site admin access and support from *their phones* as well.

- Pre-booking a locker (in advance or outside the venue) alleviates some guest pressure upon arrival
- Geo-based QR codes assigns visitors the closest locker available to reduce congestion
- All major credit cards and digital wallets are accepted for a 97% conversion rate
- Guests can share locker access with a friend via email or WhatsApp
- Staff are on the floor, available to provide support whenever needed

5 Simple Steps for a better storage experience

1

SCAN

Scan a QR code at the venue

2

PAY

Select locker size & pay via phone

3

STORE

Open locker & place items inside

4

SHARE

Shared access via email or WhatsApp

5

COLLECT

Open the locker & collect the items

Guests handle their personal belongings.
Your team handles the exceptions.

Match Storage to Your Venue

Arenas, concert halls, clubs, opera houses, and exhibition or conference venues have different layouts and event rhythms.

Although the venue *type* plays an important role, so too does the venue's *capacity*. Look through the scenarios below to see where your venue best fits.

Arenas / Stadiums

Use case:

Several separate locker areas.

Value:

Automatically guide guests to the nearest available storage.

Concert Halls / Opera Houses

Use case:

A shared show time and collection rush.

Value:

Independent collection, with help still available.

Clubs / Live Music

Use case:

Guests want to access their belongings multiple times during a night.

Value:

Repeat access without repeated staff handovers.

Not sure where you fit?

Talk to one of our in-house venue experts and get help evaluating your layout and event needs.

GET A FREE EVALUATION

The same platform can support different venue types. It comes down to determining the best workflow and use case scenarios to match your specific needs.

To do that, it's important to shape things around guest flow, event dates, staffing support, security needs, and revenue ambition.

Let Your Venue Shape the Setup

Plan around your busiest events, your space, and your team to create a setup that makes it smoother for your guests and team

1

Match The Demand

Look at your peak days, track storage needs, and use that as a gauge. Don't have one? Start with a 7:1 guest-to-locker ratio.

2

Proof Of Concept

Not sure what you need? Start with fewer lockers, measure demand, and add locker walls as your needs grow.

3

Map The Space

Look at your floorspace and determine what offers the best guest flow. If they're spread out, Crowd Management can be used to prevent clustering.

4

Promote The Service

Let your guests know about the access and flexibility they get with a locker.

5

Prepare Your Team

Train your staff so they can rotate across roles throughout the evening.

6

Walk The Floor

See what the guest experience will be like and make sure there's enough room move comfortably.

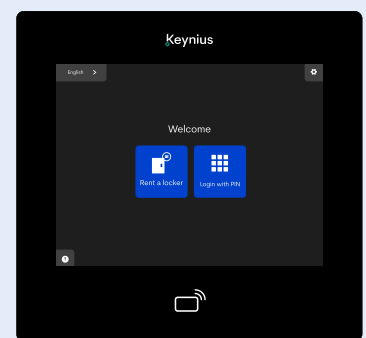
7

Plan For Turnaround

Help guests collect and leave quickly, so your team can get ready for the next show.

Try the journey as a guest

Bring a floor plan and one event schedule to a demo. Walk through arrival, access, and collection.

[BOOK A DEMO](#)

A Locker Rental That Compounds

Creating a self service storage solution can unearth many unexpected benefits that cascade throughout your venue

Smoother Entry

Pre-booking lockers moves more guests through the entryway faster.

Staff Relief

Less manual work frees up staff to help guests and do more than just handle coats and bags.

Quicker Collection

Guests can collect their belongings in parallel, avoiding queues for a smoother - and faster - exit.

Halo Spending

Less queueing creates more time before the show, increasing the likelihood that guests visit concessions and merchandise stands.

Earlier Reset

Faster guest exit times can shorten staff shifts and let your event team teardown and setup for the next show faster.

Rental Income

The average venue has a locker ROI payback period of just 6 months.

The Ultimate Venue Report

We've evaluated over 6 million locker openings from venues around the world to create benchmarks you can learn from.

[REQUEST THE REPORT](#)

How Does Your Setup Perform?

Use these questions to evaluate how your current service performs and how it would compare to a smart locker setup

Take a closer look at how your existing operations perform on a busy night to see if you can identify areas for improvement. Use a stopwatch, count the queue lines, look for correlations, and critically evaluate whether these observations would perform better with smart lockers.

1 Arrival Queues

How long do guests wait, and do any skip storing their belongings to avoid the queue?

2 Collection Time

How long does each collection take, and how long before your last guest leaves?

3 Staff Workload

How many staff are needed at each cloakroom, and where else could they help?

4 The Next Setup

Does slow exit times delay stage teardown for the next show, adding paid staff hours?

5 Guest Flow

Are cloakroom queues blocking walking routes, and could lockers ease that congestion?

6 Repeat Cloakroom Visits

How often do guests retrieve belongings during a show, and what help do they need?

7 Revenue Opportunities

What does storage earn after costs? Are queues keeping guests from bars or merchandise?

8 Peak Demand

How many coats and bags need storing at once, and how many guests could share a locker?

What could change for your guests, your team, and your bottom line?

Who Needs to Be Involved?

Make sure you have the right people in the conversation from Day 1

For a smaller installation, one person may handle the entire process. A larger or more complex venue may need input from several colleagues. Use these questions to identify who those decision makers are on your team, and see where you need support from Keynius or your partner.

Who Brings It All Together?

Who understands the venue's priorities and can coordinate the decisions?

Decision: Choose someone to gather input and keep the project moving.

VENUE MANAGER

OPERATIONS

Who Checks The Business Case?

Who can compare today's storage income and staffing costs with the proposed investment?

Decision: Include ongoing costs, realistic savings, and who approves the budget.

FINANCE

GENERAL MANAGER / OWNER

Who Checks The Setup?

Who knows the building, the layout, and its technical requirements?

Decision: Involve them in checking locker locations, guest circulation, accessibility, power, and connectivity.

FACILITIES

IT / DIGITAL

SECURITY

Who Runs The Service?

Who will set rental prices and event times, manage staff access and training, and prepare the team for busy nights?

Decision: Agree who can make changes when the schedule changes.

EVENT OPERATIONS

DUTY MANAGER

Who Looks After Guests?

Who will explain how the lockers work before arrival and provide help during the event?

Decision: Make sure guests and staff know where to turn when assistance is needed.

FRONT OF HOUSE

GUEST EXPERIENCE

What Support Will You Receive?

What will Keynius or your partner handle during installation, training, and ongoing use?

Decision: Agree who to contact, when support is available, and how issues are escalated.

PROJECT LEAD

OPERATIONS

IT

PLAYBOOK

See What Smart Lockers Changed For Other Venues

Discover how other venues have rethought storage to make better use of their space and improve the guest experience.

See how venues are using smart lockers to free up space, simplify storage, and give guests more independence. Explore their stories for ideas you could apply to your own venue.

**AFAS**LIVE**Paradiso****MELKWEG**

What could change at your venue?

[GET A FREE EVALUATION](#)

Bring your floor plan, event schedule, and observations from a busy night. Together, we'll explore how smart lockers could improve guest flow, ease staff workloads, and increase revenue.



Contact Keynius

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